

GMR

MARKETING

Gary M. Reynolds & Associates, Inc.

Client: Philip Morris
Project: Parliament Party Zone
Metro '96
1997 Planning
Present: Philip Morris
Michelle Anton
Rob Gotti
Maria Medina
Edna Moore
Shelby Rafferty
Yvette Robinson
Lauren Steen

Contact Report

Date: September 12, 1996
Date Typed: September 12, 1996

GMR Marketing
Charlie Belmore
Sarah Hays
Caroline Petty

PURPOSE:

Discuss Parliament Party Zone's Metro status as well as general '97 discussion.

Metro

- ④ GMR to provide comprehensive club list of all markets to Brand NLT 9/20. List to include all clubs targeted, all clubs not recommended for Metro '96 and all clubs from Metro '95.
- ② GMR to provide status update of Metro clubs NLT 9/18.
- ③ GMR to provide final Metro schedule NLT 9/26.
4. Determined that more cigarette staff is needed in Massachusetts clubs. At least two to three cigarette salespersons will be available for Boston clubs. Boston field supervisor has been made aware of this for club negotiations and it will be implemented immediately.
5. GMR to explore other possible venues in the Penn's Landing area of Philadelphia and report to findings NLT 9/13.
6. Determined that there are 8,000 blue and 2,000 hologram packs in cold storage for use in Metro and Miami. Menthol is not yet in distribution in Miami.
7. GMR to provide Brand with possible scenarios for hologram pack sales as well as possible sales projections by market NLT 9/17.
- ⑧ Lauren to provide newsletter feedback (i.e. copy, format, content) to GMR NLT 9/17.

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1997

1. Determined that currently, further expansion within Region 1 takes priority over possible PPZ expansion in other areas. Decision on possible Florida test expansion will be made by Brand by mid-October.
2. GMR to provide Brand with a cost-savings analysis, factoring in existing materials, if Hunter is eliminated from the promotional schedule **NLT 9/27**. GMR also to provide a timetable if winter promotions would continue in '97. If winter would be discontinued, funds could be funneled into other possible expansion programs.
3. GMR to provide executive summaries (i.e. write-ups for all potential programs for restaurant and bar visibility programs and "wish-list") as well as cost-estimates for the different Parliament visibility programs.
4. GMR to research bar material extensions for hologram packs in '97.
5. Shelby to have Suzanne's feedback on '97 creative prior to next meeting.
6. **Next meeting: Friday, September 27; 10 am – 12 pm.**

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